

TANGIBLE RESULT #6

Communicate Effectively With Our Customers



Every MDOT employee has to communicate with customers, some on a daily basis. It is critical to communicate clearly, concisely, timely and accurately with customers.

RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Katie Bennett
Maryland Transportation Authority (MDTA)

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

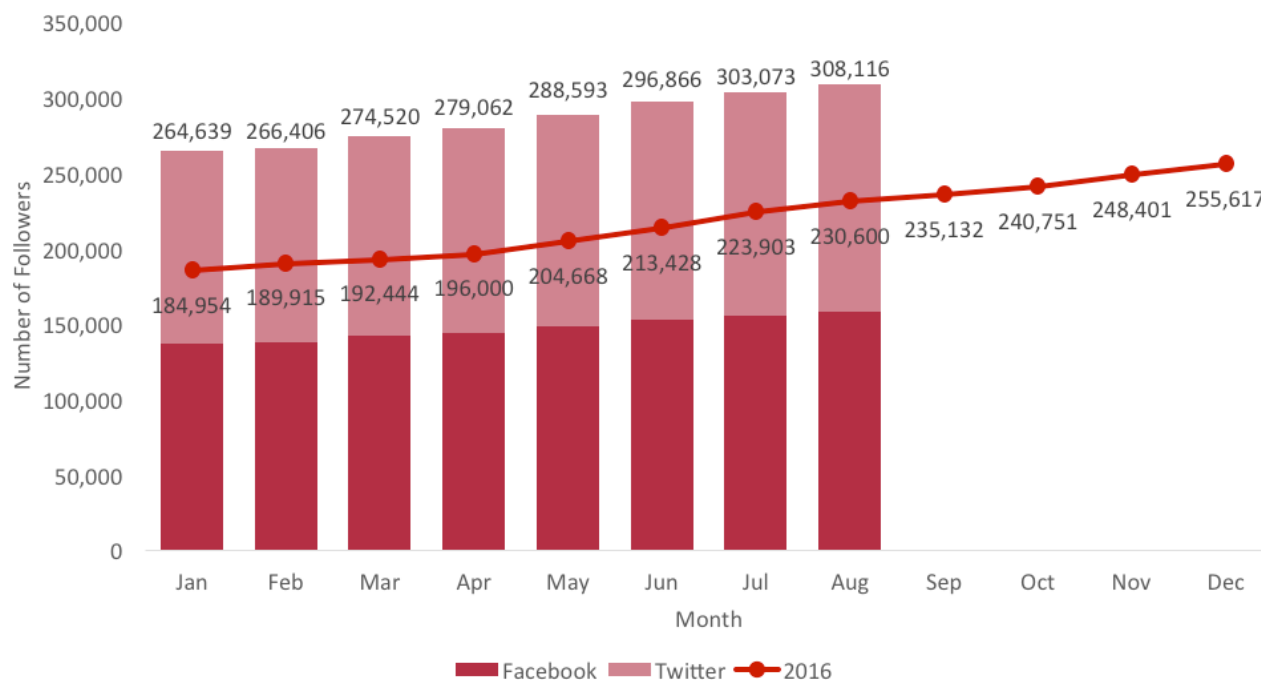
Social media has become a standard method for businesses to communicate with their customers. MDOT uses social media channels to disburse clear and accurate information to their customers and the media in a timely manner.

“Social reach” measures the number of customers who have seen our message on Facebook and Twitter. MDOT strives to reach customers through the channels they use which is why efforts are focused on developing social media strategic skills and programs MDOT-wide to enhance social reach. To date, MDOT proudly has over 300,000 fans on social media and continues to grow by each month.

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.1: Total MDOT Social Media Followers CY2017

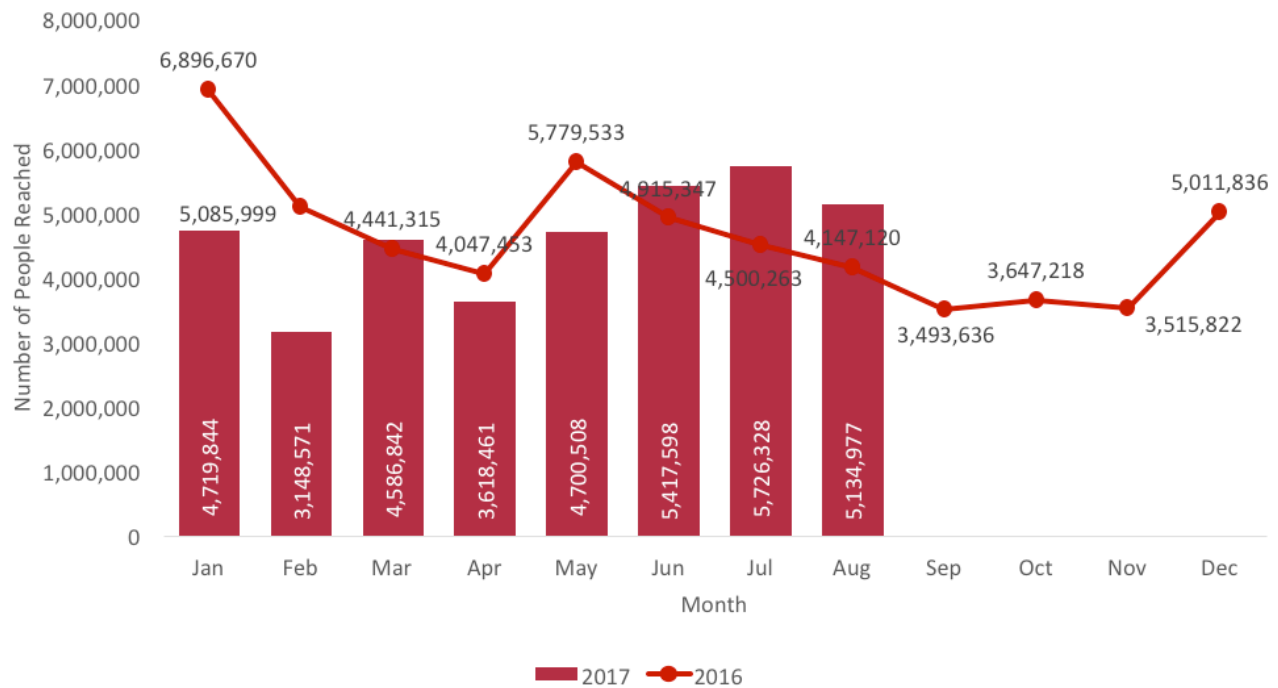


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.2: Total MDOT Social Media Reach CY2017



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Richard Scher
Maryland Transportation Authority (MDTA)

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from all MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.1B

Communicate Effectively Utilizing Social Media: Social Engagement

While “social reach” measures the total number of people who have seen a message, “social engagement” recognizes how followers engaged with that message. Engagements initiate opportunities to communicate interactively with customers.

To determine the effectiveness of its social media communication, MDOT measures social engagement across all MDOT social media accounts, looking for trends in likes, comments and shares in order to better provide content its followers will enjoy and find informative. Through education and training, MDOT staff are determined to heighten the social experience of their customers.

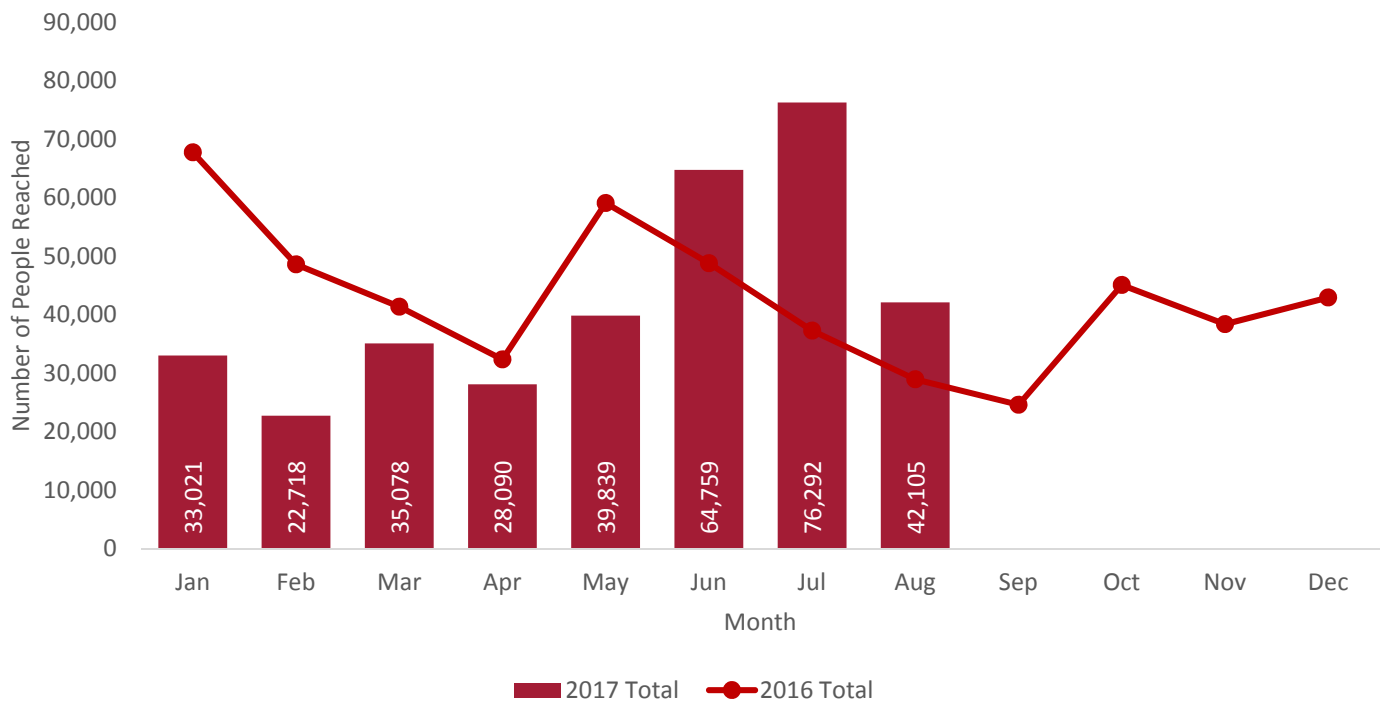
MDOT continues to learn the interests of its customers through social media channels in order to provide the content customers expect.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.1B

Communicate Effectively Utilizing Social Media: Social Engagement

Chart 6.1B.1: Total MDOT Social Media Engagements CY2017



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Sharon Rutzebeck
Motor Vehicle Administration (MVA)

PURPOSE OF MEASURE:

To track how clearly and effectively MDOT communicates with customers at public meetings.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data will be collected via survey at all public meetings hosted by MDOT business units. The data will be owned and housed by the business unit in charge of the public meetings and sent to MVA on a quarterly basis.

NATIONAL BENCHMARK:

84 percent (ASCI index)

PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

MDOT encourages enjoyable and productive customer experiences during its public transportation information sessions and presentations. Knowing that all transportation related programs and projects can benefit greatly from increased community involvement, MDOT eagerly seeks open and honest feedback from its customers (residents, community leaders, and stakeholders).

A standardized survey method is used to measure and track customer perception of how clearly and effectively MDOT personnel communicates during its hosted public meetings. From July 2016 – September 2017, 85 percent of customers (216 customers) surveyed during 19 separate MDOT hosted events indicated they were satisfied with the received project information.

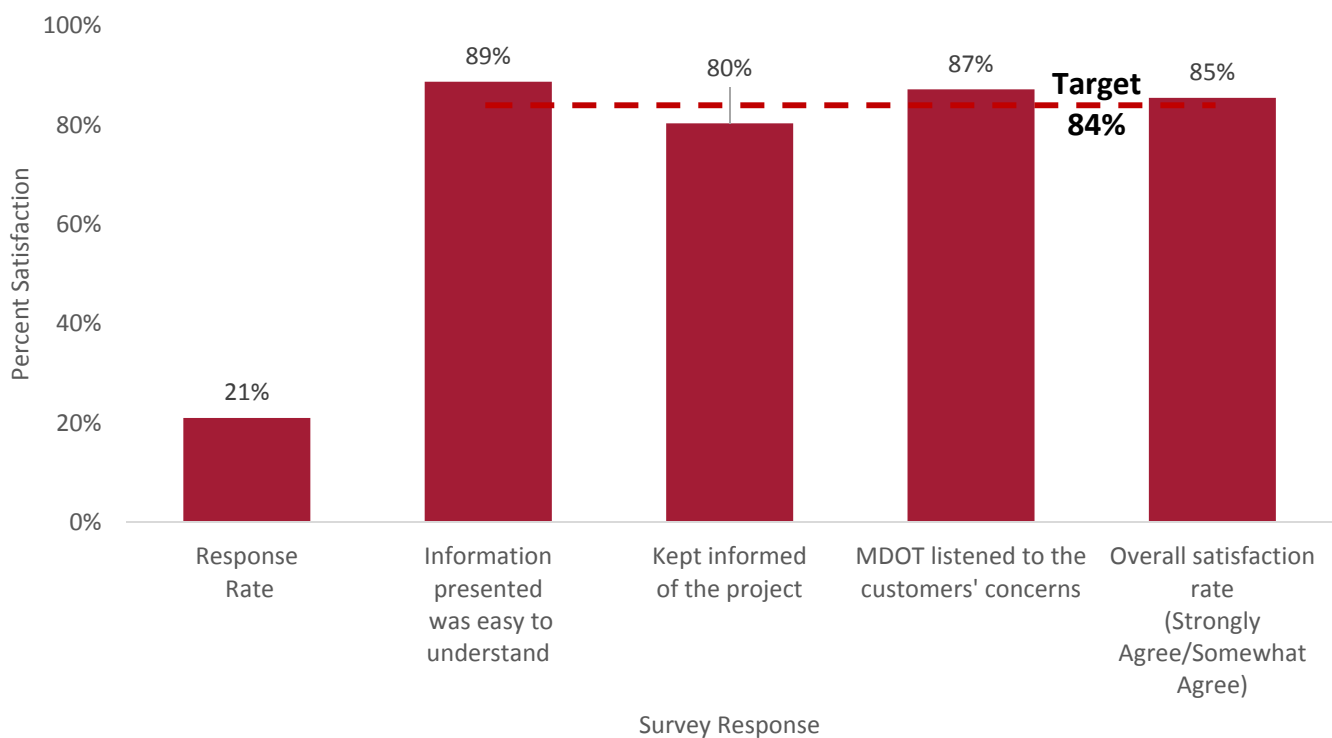
We are pleased to have slightly exceeded the national benchmark of 84 percent, but believe there is much more to be accomplished to ensure we are effectively communicating with our customers. To increase opportunities for customer participation, we recently expanded outreach efforts and re-designed the customer feedback mechanism. All MDOT transportation sessions and presentations to include public workshops, hearings, and meetings as well as civic and educational outreach events, will now be offered a standardized approach for customer comment, as this insight is most valuable in meeting the transportation needs of Marylanders.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

Chart 6.2.1: Overall Customer Satisfaction with Communication at Public Meetings
FY2017 (Q1-Q4) & FY2018 (Q1 up to September 2017)



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jonathan Dean
Maryland Aviation Administration (MAA)

PURPOSE OF MEASURE:

To track number of stories generated to ensure maximum customer reach.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data gathered, measured, and analyzed with software system.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

MDOT communications and media relations professionals work to showcase the good work performed by our employees across MDOT on behalf of our customers. These public information specialists use their skills, experience, and knowledge to represent MDOT and serve as spokespersons before the news media.

Performance measure 6.3A encourages each MDOT TBU to monitor and analyze the news that it creates and disseminates. Press releases remain an important tool to distribute news to Maryland residents, businesses, and visitors. This performance measure examines the number of press releases issued each month and the corresponding number of news stories that resulted from the press releases.

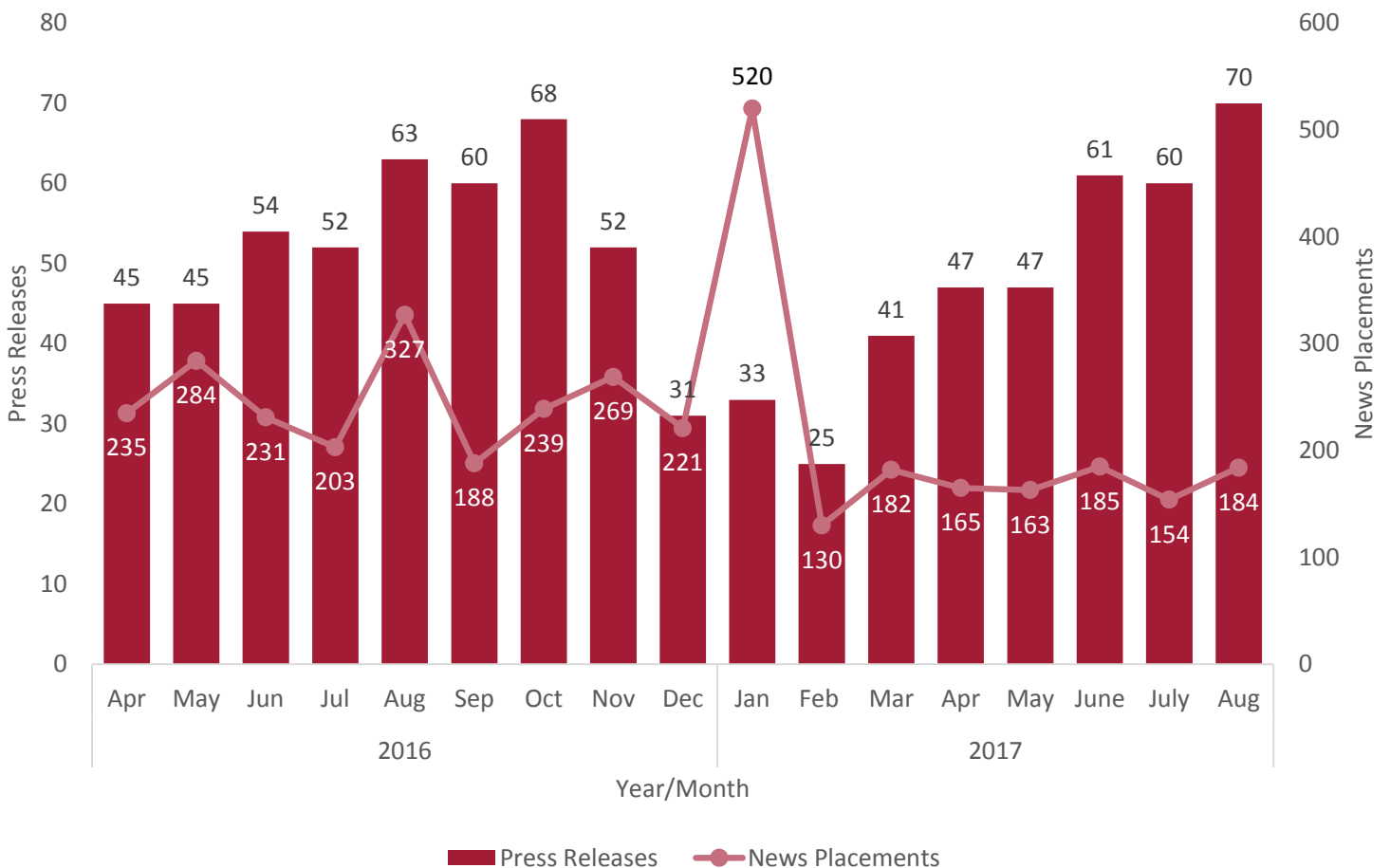
The press releases created by MDOT TBUs continue to result in broad reach across local, national, international, and transportation trade media.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Release

Chart 6.3A: MDOT Press Releases and News Placements CY2016-CY2017



Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Release



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar, APR
State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the effectiveness of the news releases issued by MDOT. Demonstrates cost effectiveness of releasing public information to media outlets vs. buying advertising space/time.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data can be derived through software systems and some of the data is calculated per news story by individuals using advertising rates of media outlets.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Print and broadcast media are the industry standard for business to customer communication. To reach its customers, MDOT has the option to buy advertising space or time in the market or to issue news releases that are then used and editorialized by media outlets. News releases offer a significant cost-savings to MDOT and the tax-paying public while allowing MDOT messages to reach more customers quickly and efficiently.

MDOT issues news releases to inform customers of important information they need regarding transportation services and projects. This measure shows the value of print and broadcast stories generated by news releases to determine the cost effectiveness of news releases (reaching customers with news and information without purchasing advertising for public notice).

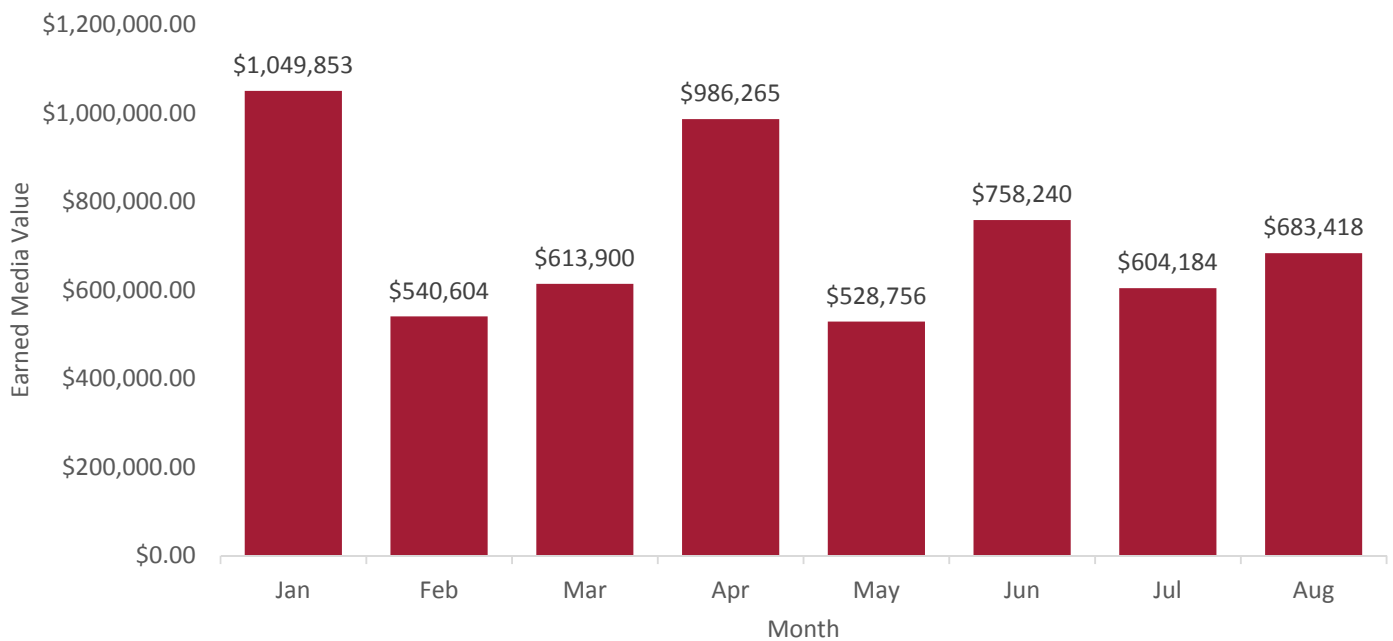
MDOT staff follows up with media outlets to assure the right person is receiving the news releases and encourage coverage, particularly in small media markets where transportation projects and programs are typically of great interest to customers.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.1: Total Earned Media Value (EMV) MDOT-Wide CY2017

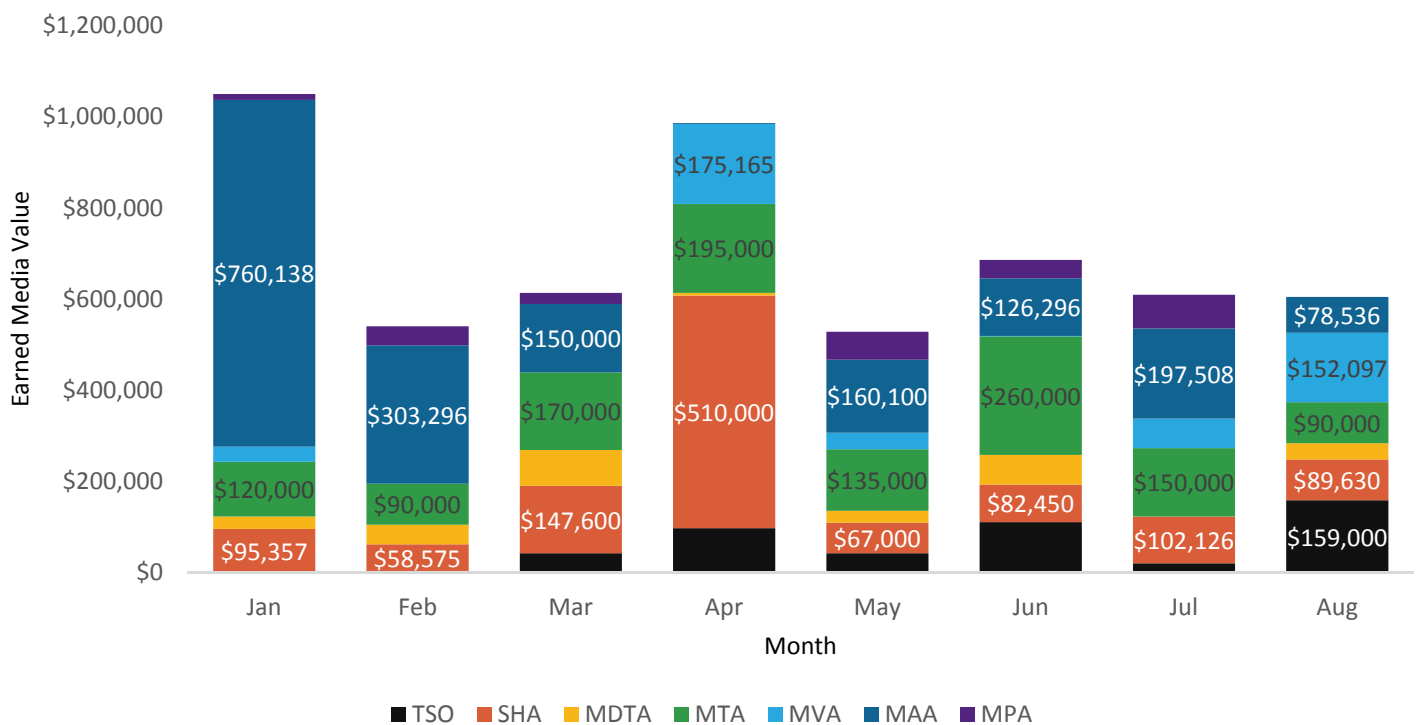


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.2: Earned Media Value (EMV) by TBU CY2017



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar
State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the tone of media coverage resulting from news releases.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT's team will use software that tracks releases and news generated to evaluate tone of news stories.

NATIONAL BENCHMARK:

N/A

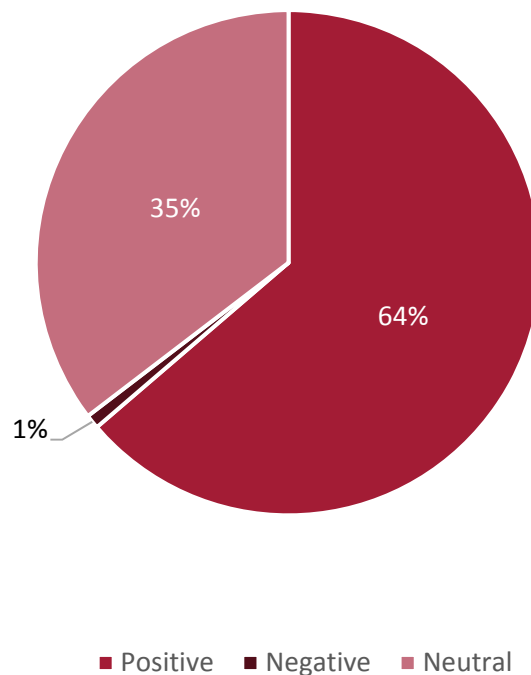
PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

MDOT has a responsibility to inform customers about important information they need relating to services, transportation options and improvements in their communities. One way MDOT shares information is through issuing news releases to the media.

This measure helps MDOT evaluate the tone of print and broadcast news stories that are directly related to MDOT news releases to determine if there is balanced coverage for customers. It also helps MDOT determine if more, less or different information is needed to ensure customers are receiving factual information via news outlets.

Chart 6.3C.1: "News Tone" MDOT-Wide March 2017 - August 2017

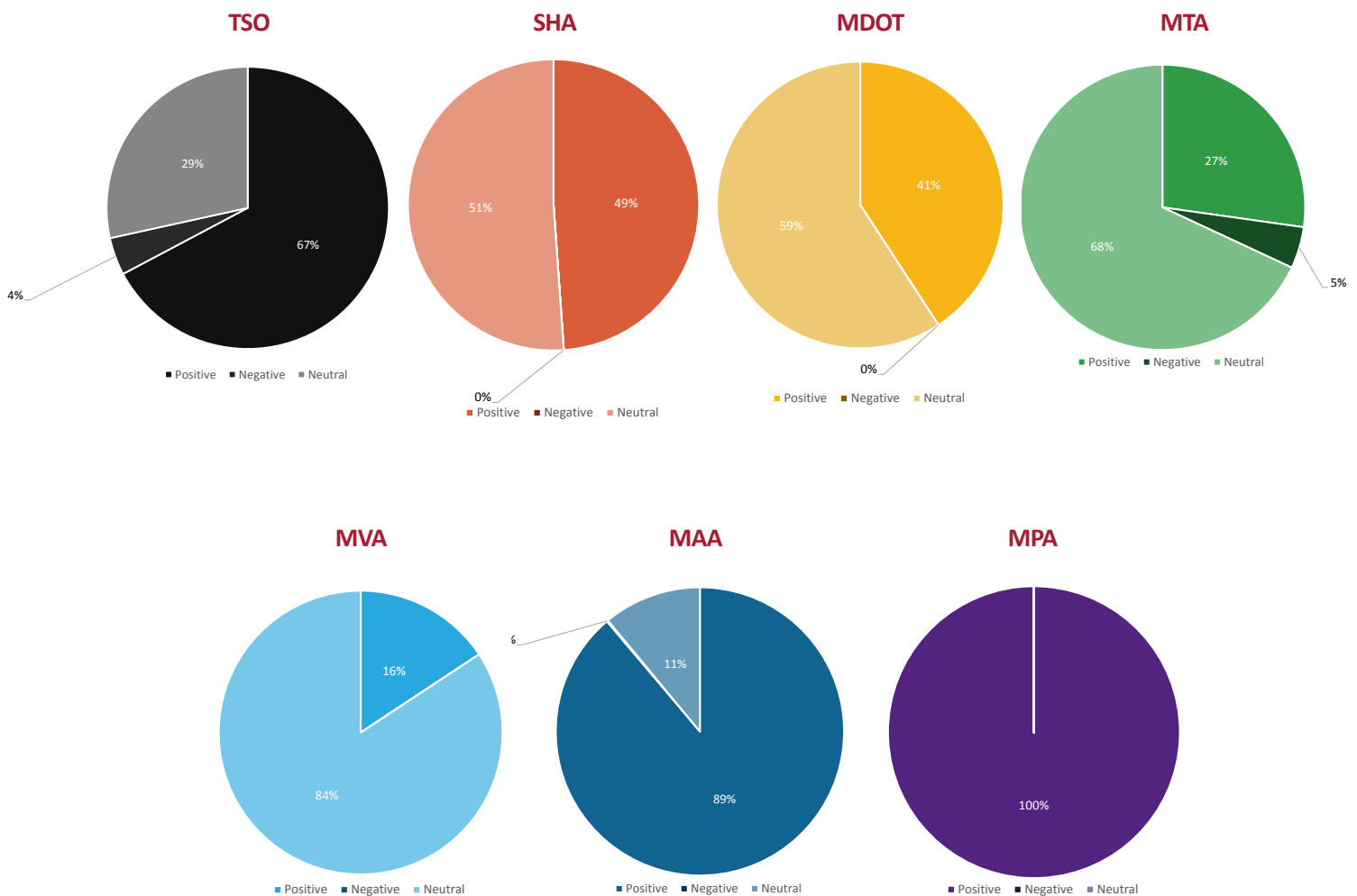


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

6.3C.1: Overall "News Tone" by TBU March 2017 - August 2017



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Lisa Dickerson
The Secretary's Office (TSO)

PURPOSE OF MEASURE:

To assess effective communication via translators at public meetings.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Translated customer surveys distributed at the conclusion of each public meeting.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.4

Communicate Effectively to Customers with English Language Barriers

This measure has expanded from a strict focus on “public hearings” to examine more broadly how MDOT communicates with customers who do not speak English as a first language. The first stage in assessing MDOT’s communications strategy with customers who do not speak English as a first language is to institute a language component of MDOT’s customer satisfaction survey that is used at public meetings and other in-person events. This redesigned survey is under development and capture important information from MDOT customers.

Additionally, all MDOT web sites, thanks to the TBU IT departments, now feature a user-friendly “Translate” button. An MDOT proposal to list the languages offered in its original form is under consideration, as well as the use of icons for “translate” and for languages, is currently under consideration by the Maryland Department of Information Technology and may be deployed across all State of Maryland web sites.

Finally, MDOT Title VI Plan approval is pending with the U.S. Department of Transportation. Once the plan is approved (expected by December 2017) and federal funding secured, MDOT’s ability to implement changes to positively impact our customers who do not speak English as a first language will be enhanced.

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TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jonathan Dean
*Maryland Aviation Administration
(MAA)*

PURPOSE OF MEASURE:

To track number of stories generated to ensure maximum customer reach.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data gathered, measured, and analyzed with software system.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.5

News Customers Can Use – Proactive Media Stories

MDOT monitors activities to identify opportunities to share and promote unique and positive stories for our customers. Our communications professionals work to develop and maintain relationships with reporters and editors across the news media.

This new performance measure highlights MDOT communicators' work to create and disseminate distinctive stories to the news media and the general public. Customer service initiatives are a major emphasis of this media outreach. For this measure, our MDOT media relations employees are encouraged to "go beyond the press release" by directly pitching positive stories to the media.

For this new measure, we have worked to establish that TBUs will identify several significant, leading media outlets. Our communicators will coordinate with these news outlets to produce stories related to customer service or new MDOT services. For each quarter, we will highlight several positive news stories that were the result of the expanded outreach.



MVA introduces new features on its website

The Frederick News-Post

SHA to begin Point of Rocks paving project

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.5

News Customers Can Use – Proactive Media Stories



Crane Operator Has Bird's-Eye View of Port's Growth

MTA reminds students, parents of new city bus routes
before start of school year

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.5

News Customers Can Use – Proactive Media Stories

The Washington Post



How BWI soared past the D.C. area's other hubs